

North Cal Wood Products Introduces Reclaimed Lumber Alternative Called ProWeather Barn Board

UKIAH, CA, July 9, 2013 -- North Cal Wood Products ("North Cal"), the nations leading reclaimed and recycled wood products company, is pleased to introduce new ProWeather Redwood Barn Board.

"The rustic look of old barn boards is growing in popularity among builders and homeowners," says Tony Fernandez, vice president of sales and operations at North Cal. "We created ProWeather to provide our customers with that same weathered look, but rather crafted from salvaged, old growth lumber that you can purchase by the piece or by the truckload. Now, instead of calling a dozen lumber yards or spending hours searching online for the right material, you can just call us and we'll mill ProWeather to your specs."

To achieve an authentic reclaimed look, North Cal uses a proprietary fast aging stain treatment and finishing process to add years of weathering to the wood. After installation, ProWeather will continue to darken and age naturally over time.

ProWeather is being marketed by North Cal as an alternative to the traditional reclaimed barn boards it also sells. The company says it is already selling ProWeather to commercial architects and designers in California. Fernandez added, "Feedback so far has been tremendous. As we ramp up our production, we look forward to soon offering ProWeather to customers nationwide at our online store, <http://onlinelumberstore.com>."

About Pro Weather

ProWeather Redwood Barn Barn is a reclaimed lumber alternative offered exclusively by North Cal. Crafted from salvaged, old growth redwood, ProWeather looks like reclaimed barn boards and is well suited for commercial and residential applications. For more information, visit <http://www.northcal.com/proweather.html> or call Tony at 707.462.0686.

About North Cal Wood Products

North Cal is an integrated reclaimed wood products company catering to high-end commercial and residential clients. Our products include solid hardwood flooring, siding, decking, lumber, and custom beams, slabs and millwork.

We reclaim the woods that we sell. Our unique ability to manage chain of custody from material sourcing to product delivery distinguishes North Cal from other leading competitors.

North Cal proudly offers a large selection of FSC Recycled and FSC 100% products (FSC license code # FSC-C066506). Our specialty woods include reclaimed redwood, douglas fir, and western red cedar. In addition, we offer a variety of domestic and tropical hardwoods, as well as various other domestic reclaimed woods. Founded in 1986, North Cal is based in Ukiah, California.

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